

Guidelines for Coalition Building for Sexual Violence Prevention

A coalition is a group of individuals and/or organizations that come together with a common interest and agree to work together for a common goal. Coalitions are the cornerstones of creating successful change within a community. A well-organized, broad based coalition can be more successful than a single agency in creating policy change, increasing public knowledge, and developing innovative solutions to complex problems.

Principle	Description
Engage a broad spectrum of the community	The coalition should reflect the community it serves. Coalition membership can include persons who reside and/or work in the community; persons who understand the complexities of sexual violence; persons who understand and value primary prevention; persons who are willing and able to work for social change; and persons who can represent the voice as well as the assets and needs of the underserved and in the community.
Build on community strengths	Community assets are the starting point of any change. Instead of focusing solely on the needs – more money, more publicity, better legislation – also look at existing assets – volunteer organizations; colleges and universities; empowered youth; faith-based organizations, etc.
Jointly develop a shared and compelling vision and purpose	Develop a clear mission, vision, and goals that accurately reflect the social change that is to occur. This will keep coalition members grounded and focused on the purpose.
Encourage true collaboration as the form of exchange	True collaboration refers to exchanging information, modifying activities, sharing resources, and <i>enhancing the capacity of another</i> for mutual benefit and to achieve a common purpose by <i>sharing risks, resources, responsibilities, and rewards</i> . Collaboration goes beyond communication and coordination among agencies and individuals.
Practice democracy	The coalition-building process will rely on active citizenship and empowered community members who have voice to make social change happen.
Employ an ecological approach that emphasizes the individual in his/her	The coalition should partner with community members to identify what sexual violence prevention strategies work and which ones don't work; engage community members to identify assets for doing the work, and identify needs that should be addressed with resources and

own setting.	capacity-building.
Take action	<p>Go beyond planning. Coalitions that fail to take action lose the energy and engagement of their membership. Implement your action plan and maintain momentum. Coalitions don't run programs. If the coalition develops a program spin it off - institutionalize it in an organization. Also part of taking action is celebrating the coalition's successes!</p>
Align the goal and the process	<p>The coalition-building process should reflect the same principles, values, and outcomes that you're working toward. If you want to be a community that promotes peace and conflict resolution then the coalition process needs to model this. "Be the change you wish to create in the world." (M. Gandhi)</p>